

MSW PROGRAM 2024 SOCIAL WORK MONTH



Date	Time	Location	Class	Activity
03/21/24	10:00 am	Titan Walk	MSW 543-04 Fernandes	The class will ask people passing by questions about social workers and debunk common misconceptions about the profession. If people answer a question, they will receive a piece of pan dulce.
3/15/24	11:30 am- 2:45 pm	Titan Walk	MSW 541-08 Fernandes	The class will be creating a series of "Debunking Myths/Empowering Social Workers" videos/TikToks for social media. Students will post these videos during Social Work Month to bring awareness to the pertinent need of social workers and efforts pertaining to expanding compensation and the value social workers bring to individuals, families, communities, and agencies.
3/8/24 - 3/29/24	Ongoing	Instagram Youtube TikTok	MSW 541-72 Flores-Avila	Students will launch an educational campaign on TikTok and Instagram Reels to explain the role of social workers in society.
03/27/24	11:00 am- 12:45 pm	Titan Walk	MSW 541-04 Tran	The class will host an event that shows students the benefit of music therapy while also providing additional resources they can use on and off campus.
3/1/24- 3/29/24	Ongoing	Social Work Resources	MSW 543-06 Allemand	Students will make stickers with QR codes directed to the CSUF Department of Social Work website. Each student in the class will distribute stickers on their own time. Students will distribute 200 stickers total.
March 2024	Ongoing	Remote	MSW 543-02 Mendez	The class is conducting a survey of MSW students' financial needs and assessing the impacts of delays in stipend disbursements. The results of the survey will be compiled into a report that is presented with recommendations to MSW Department Chair Dr. Martin. The class wishes to thank the MSW professors who have supported the elimination of financial barriers by dedicating time for their classes to participate in the survey.
3/28/24	10:00 am	EC 124	MSW 543-05 Allemand	Students will provide a self-care and relaxation techniques workshop. Students will host an open meditation session in the classroom complete with self-love techniques and self-care goody bags.
3/25/24	10:00 am- 12:45 pm	Titan Walk	MSW 541-01 Tran	The class will set up a table on the Titan Walk to advertise the profession of social work. The class will create a social media ad for social workers and promote the Counseling and Psychological Services Pet Prescription Team's service dogs to promote mental health.
3/12/24	8:00 am	Instagram	MSW 541-70 Tran	The class will create a short video highlighting negative stereotypes and misconceptions associated with social workers and the field of social work. The video will highlight the NASW 2024 theme, Empowering Social Workers.
3/1/24 - 3/21/24	9:00 am - 4:00 pm	Food Drive at the "The Pantry"	MSW 543-03 Flores-Avila	The class will be collecting various supplemental food items for CSUF students through The Pantry, which is operated by Associated Students Inc. In addition, the group will distribute encouraging/motivational stickers to students on campus to advocate for this year's subject of empowerment.
3/05/24 - 3/8/24	8:00 am - 5:00 pm	1st Floor of EC Building	MSW 541-07 Allemand	Students will collect and distribute clothing items to donate for homeless outreach services.
3/19/24 - 3/26/24	4:00 pm	TikTok	MSW 541-06 Fernandes	The class will create a Tik Tok highlighting the social work competencies demonstrated through their specific field placements such as; confidentiality, code of ethics, advocacy, etc. The class will be outreaching to different groups on campus to obtain reposts and spread awareness for Social Work Awareness Month!
3/22/24	12:00 pm	Tables in front of the EC building 1st floor	MSW 541-09 Flores-Avila	The class will host an event called "fill your cup" displaying a poster of an empty cup and the class will give out post it notes for people passing by to write down what physically, emotionally, and mentally replenishes their battery. There will also be a facts sheet of types of roles social workers play in the workforce and what they do to fill their cups. Then, the class will offer people to fill their cup with Starbucks coffee.
3/26/24	7:00 pm	EC Building	MSW 541-71 Segovia	The class will be buying social work related stickers to hand out on campus while telling people about the social work profession.
3/25/24	10:00 am - 11:00 am	CSUF Quad	MSW 541-02 Segovia	The class will pass out a goodie packets with one candy, one custom sticker with a positive affirmation, and one flyer. This flyer will share what social workers are, a short portfolio of a local social worker, and information about what social workers do and how the social work field is growing.
3/18/24	10:00 am - 12:00 pm	Titan Walk	MSW 541-03 Branch-Stewart	The class will pass out stickers with affirmations or kind words. The class will also provide blank stickers for people passing by to write affirmations on. There will be a QR code displayed with links to resources on campus including food pantries, mental health assistance, and community organizations.
3/25/24	4:00 pm - 6:00 pm	Titan Walk	MSW 541-05 Gallardo	The class will provide handouts/brochures highlighting social workers, stipends, program requirements and the various fields that social workers dive into. Snacks/treats will be provided.



Theme & Rationale for Social Work Month 2024



Empowering Social Workers!

Social Workers deserve better compensation for the important work they do

Our nation needs social workers more than ever.

Homelessness is on the rise. The opioid addiction crisis has hit the United States hard, impacting all races, regions, and economic levels. Suicide, too has risen, according to the [Centers for Disease Control](#).

Social workers are uniquely qualified to handle these societal troubles. Social workers enter the profession because they truly want to help others. They go through years of education, training, and supervision so they can do the delicate but important work of meeting people where they are and helping them achieve their goals.

Social workers are also trained to help individuals, families, communities, and even the larger society if regulations and laws must be changed in order to help people who need it. You will find social workers everywhere—in schools, hospitals, and at the federal, state, and local levels in government, corporations, social service agencies, veterans centers as well.

The demand for social workers is reflected in the statistics. Did you know that by 2030 there will be more than 782,00 social workers in the United States?. This makes social work one of the fastest growing professions in the United States.

However, social workers need support to meet the high demand for their vital work. That is why the Social Work Month theme for 2024 is **Empowering Social Workers!**

According to the Bureau of Labor Statistics, the median pay for social workers in 2022 was \$55,350. Considering that in order to do their work many social workers must earn a master's degree and go through the expensive process to gain licensure; this is not enough.

In fact, Ipsos did a [National Social Work Public Opinion Survey](#) that found that slightly more than half of respondents think social workers should get higher pay. Thirty-four percent neither agree nor disagree that social workers should be paid more and only 13 percent disagree with higher pay.

It is important for the public to support legislation and initiatives that empower and support the social work profession and improve their bottom line. This includes the *Improving Access to Mental Health Act*, student loan debt relief, and social work safety legislation.

Campaign Highlights

During Social Work Month, NASW will raise awareness of the social work profession and highlight the need for the government, regulators and employers to work to improve pay for social workers as a way in investing in addressing challenging social issues.

Here is how:

- We will have a national, online conversation in March to discuss the reasons behind lower social work pay and how social workers can address this issue. This plan will lead to a larger campaign on the salary gap.
- We will feature advice from social work influencers on areas of social work that offer higher salaries and how social workers can boost their salaries.
- Social work and human resources experts will offer guidance on how social workers can negotiate higher pay.
- NASW will offer an updated list of social work experts who can be interviewed by news organizations.
- We will offer an online toolkit will include logos; suggested social media messaging; an official proclamation that highlights the role of social workers in improving our society; and a draft press release, news editorial, and letter to the editor. Social workers and their allies can use these materials to pitch stories about social workers to the media or share Social Work Month messaging in news outlets.
- **Merchandise:** Our official vendor Jim Coleman LTD provides merchandise that can be used to promote the Social Work Month theme “Empowering Social Workers!”

For more information on the 2024 Social Work Month “Empowering Social Workers!” Campaign contact NASW Communications Director Greg Wright at gwright.nasw@socialworkers.org.

Proclamation 2024



Social Work Month 2024 Proclamation: Empowering Social Workers

WHEREAS, Social Work is a profession truly dedicated to helping people;

WHEREAS, the primary mission of Social Work is to enhance human well-being and help meet the basic and complex needs of all people;

WHEREAS, Social Workers put a particular focus on helping people who are vulnerable, oppressed or living in poverty;

WHEREAS, Social Workers follow a Code of Ethics that calls on them to fight social injustice, and respect the dignity and worth of all people;

WHEREAS, Social Workers meet people where they are and help people and communities reach their full potential;

WHEREAS, the Social Work profession for more than a century has worked to improve this society, with Social Workers playing a role in establishing a minimum wage, Social Security, and Medicare and working to ensure equal rights for women, African Americans and people who are LGBTQIA2S+;

WHEREAS, Social Workers work in all facets of our society, including schools, hospitals, community organizations, the military, mental health centers, social service agencies, corporations, and local, state and federal government;

WHEREAS, Social Workers are on the frontlines in helping this nation solve pressing social problems, including an increased demand for mental health services; an opioid addiction crisis; and economic inequality;

WHEREAS, Social Workers are in high demand, with some states reporting shortages in Social Work staffing and the Bureau of Labor Statistics predicting Social Work will be one of the fastest growing professions in our nation during this decade;

WHEREAS, a public opinion survey from Ipsos said Social Work has a public approval rating of more than 80 percent and more than half of Americans say Social Workers deserve higher pay;

WHEREAS, the 2024 Social Work Month theme, "Empowering Social Workers" embodies the need for society to support Social Workers so they can continue to do the life-affirming work they do and help address societal needs;

WHEREAS, Social Workers in turn empower people, communities and our nation, helping everyone achieve their full potential,

NOW THEREFORE, in recognition of the numerous contributions made by America's Social Workers, I _____ proclaim the month of March 2024 as National Social Work Month and call upon all citizens to join the National Association of Social Workers and _____ [your organization] in celebration and support of the Social Work Profession.